



Talented Transformations

Program Title:

Global Business Strategy and Expansion

Cost: : \$2,277.00

Overview:

In the increasingly interconnected global market, businesses must develop robust strategies to expand and compete internationally. This training syllabus covers essential concepts and practical approaches to crafting and implementing successful global business strategies. Participants will gain insights into market analysis, entry strategies, cross-cultural management, and more.

Duration:

6 Hours (Can be delivered as three 2-hour sessions or six 1-hour sessions)

Module 1: Foundations of Global Business Strategy (1 Hour)

- **Introduction to Global Business Strategy**
 - Define global business strategy and its importance.
 - Explore the evolution of global markets and the drivers of globalization.
- **Strategic Planning and Analysis**
 - Learn about strategic planning frameworks and tools.
 - Conduct SWOT and PESTLE analyses for international business contexts.

Module 2: Market Entry Strategies (1 Hour)

- **Modes of Market Entry**
 - Review various market entry strategies, including exporting, franchising, joint ventures, and wholly-owned subsidiaries.
 - Discuss the advantages and disadvantages of each mode.
- **Case Studies and Real-World Examples**
 - Analyze successful and unsuccessful market entry strategies through case studies.
 - Identify key factors that contribute to the success of market entry.

Module 3: International Market Analysis (1 Hour)

- **Conducting Market Research**
 - Learn how to gather and analyze data on international markets.
 - Understand the importance of market segmentation and targeting.
- **Assessing Market Potential and Competition**
 - Evaluate market potential using various metrics and indicators.
 - Analyze the competitive landscape and positioning strategies.

Module 4: Cross-Cultural Management (1 Hour)

- **Understanding Cultural Differences**
 - Explore frameworks such as Hofstede's Cultural Dimensions and Trompenaars' Model.
 - Discuss the impact of cultural differences on business practices and communication.
- **Managing Cross-Cultural Teams**
 - Learn strategies for effective cross-cultural team management.
 - Address common challenges in cross-cultural collaboration and how to overcome them.

Module 5: Global Operations and Supply Chain Management (1 Hour)

- **Global Supply Chain Strategies**
 - Understand the complexities of global supply chains.
 - Explore strategies for optimizing supply chain efficiency and resilience.
- **Operational Challenges and Solutions**
 - Identify common operational challenges in global markets.
 - Discuss solutions and best practices for managing global operations.



Talented Transformations

Program Title:

Global Business Strategy and Expansion

Cost: : \$2,277.00

Module 6: Risk Management and Ethical Considerations (1 Hour)

- **Identifying and Mitigating Risks**
 - Learn about the various risks associated with global expansion, including political, economic, and operational risks.
 - Develop strategies for risk assessment and mitigation.
- **Ethical Issues in Global Business**
 - Explore ethical considerations and corporate social responsibility in global business.
 - Discuss how to navigate ethical dilemmas and maintain compliance with international regulations.

Conclusion:

Navigating the global business landscape requires a deep understanding of strategic planning, market analysis, and cross-cultural management. This training provides participants with the tools and insights needed to develop and implement effective global business strategies. By mastering these concepts, participants will be better prepared to drive their organizations' international growth and achieve sustainable success in diverse markets. As they apply these strategies, they will not only enhance their competitive edge but also contribute to the global economy in a responsible and impactful manner.